

Greer Margolis Mitchell
1010 Wisconsin Ave
Suite 800
Washington DC 20007

Barack Obama/ D/ President
Submission Number 216 Issue 2



WNCN-TV
1205 Front St.
Raleigh, NC 27609

PHONE (919) 836-1717 FAX (919) 836-1747

Original

Client:	Barack Obama/ D/ President	Submission Cost:	12670	Campaign Ref:	E:120731027
Buyer:	..	Client/Product/Estimate:	95/101/1519	Sales Rep:	HRP Washington, DC
Schedule Dates:	07/30/12 to 08/19/12	Weeks:	3	Order Ref:	06257415
Est./PO Number:	06257415	Contract type:	Political	Business Type:	POLITICAL
Associated Copies:	No			Business Category:	Transactional

Product:	Obama Flight A *60*	Booking Group:	WNCN	Key Market:	Raleigh-Durham, NC
Demographic:	(L) Household	Order:			

Ref	Sales Product Details	Rev Type	Rate	Spot Type	07/30	08/06	08/13	Total	Cost
1	M-F 1135p ET / 1035p CT Tonight Show M.....	03	350	60 Comme	Nbr of Spots		1	1	350
2	M-F 7p News ..TWTF..	04	500	60 Comme	Nbr of Spots	2		2	1000
3	M-F 7a Today Show ..WTF..	03	1300	60 Comme	Nbr of Spots	1		1	1300
4	Sat 6p NewsS.	02	550	60 Comme	Nbr of Spots	1		1	550
5	Sun 6p NewsS	02	700	60 Comme	Nbr of Spots	1		1	700
6	M-F 9a Today Show II ..TWTF..	03	600	60 Comme	Nbr of Spots	1		1	600
7	M-F 7p News ..WTF..	04	500	60 Comme	Nbr of Spots	2		2	1000
8	M-F 9a Today Show II ..WTF..	03	600	60 Comme	Nbr of Spots	1		1	600
9	Olympics Summer Daytime	05	600	60 Comme	Nbr of Spots	3		3	1800
Weekly Totals: Total Spots(Ord Spots)					10	13	1	24	

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Ref	Sales Product Details	Rev Type	Rate	Spot Type	07/30	08/06	08/13	Total	Cost
10	..WTF.. Olympics Summer Late Night .TWTF..	03	1000	60 Comme	Nbr of Spots	1		1	1000
11	M-Th, Su 430a News ..WT...	02	60	60 Comme	Nbr of Spots	1		1	60
12	M-Th, Su 430a News .TWT...	02	60	60 Comme	Nbr of Spots	1		1	60
13	Olympics Summer Daytime .TWTF..	05	600	60 Comme	Nbr of Spots	3		3	1800
14	Olympics Summer Daytime M.....	05	600	60 Comme	Nbr of Spots	1		1	600
15	Sat 6p NewsS.	02	275	30 Comme	Nbr of Spots	2		2	550
16	Sun 6p NewsS	02	350	30 Comme	Nbr of Spots	2		2	700
Weekly Totals: Total Spots(Ord Spots)					10	13	1	24	

Grand Totals

Totals		Month 8 Weeks: 4			
Spots	24	07/30	08/06	08/13	
Cost	12670	6010	6310		350

Grand Totals:

Spots:	24
Gross Total:	12,670.00
Commission:	1,900.50
Net Total:	10,769.50

ADV #	ADV. NAME POLI/B OBAMA/D/PRE/US	REP. #	OFF. #	SALESMAN #
AGY #	AGY. NAME GREER, MARGOLIS, MITCHELL	BUYER NAME	LAURA BASSETT	
	3050 K ST NW,	SALES PRSN	WA- MICK NESCI (H)	
	WASHINGTON, DC 20007			
ORDER #	CONTRACT # 6257415	CLASS: NATL.	LOCAL	REGIONAL
PRDCT	OBAMA FLIGHT A *60* EST#1519	COMMENTS: (LINE, ORDER, INVOICE)		
FLIGHT DATES	JUL31/12	AUG13/12	WK-2	
CITY TAX	STATE TAX	CO-OP BILLING NEEDED	DATE	AUG10/12 12.17

REP: REVISION
 SATURDAY AND SUNDAY 6P :60'S HAVE BEEN BROKEN DOWN INTO 2X :30'S. PLEASE
 RUN "SON OF BOSS" SPOT AND GIVE THEM AS MUCH SEP AS YOU CAN, CONSIDERING
 WE'LL HAVE TWO :30'S IN A HALF HOUR.

TTL SAME
 PLS CNF
 THANKS, MICK

CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****

ALL INVOICES ARE TO BE SENT TO:
 GREER MARGOLIS
 ACCOUNTING
 1010 WISCONSIN AVENUE NW
 SUITE 800
 WASHINGTON, DC 20007

NOTICE: OBAMA FOR PRESIDENT FLIGHT A
 CHANGES OF THIS ORDER HAVE BEEN APPROVED. CONTRACT SCHEDULED FOR GENERATION

CONTRACT TOTAL 12670.00
 TOTAL SPOTS 24

ADV # ADV. NAME POLI/B OBAMA/D/PRE/US REP. # OFF. # SALESMAN #
 AGY # AGY. NAME GREER, MARGOLIS, MITCHELL BUYER NAME LAURA BASSETT

3050 K ST NW,
 WASHINGTON, DC 20007
 SALES PRSN WA- MICK NESCI (H)

ORDER # CONTRACT # 6257415 CLASS: NATL. LOCAL REGIONAL

PRDCT OBAMA FLIGHT A *60* EST#1519 COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES JUL31/12 AUG13/12 WK-2

CITY TAX STATE TAX CO-OP BILLING NEEDED DATE AUG10/12 12.02

REP: REVISION
 SATURDAY AND SUNDAY 6P : 60'S HAVE BEEN BROKEN DOWN INTO 2X : 30'S. PLEASE
 RUN "SON OF BOSS" SPOT AND GIVE THEM AS MUCH SEP AS YOU CAN, CONSIDERING
 WE'LL HAVE TWO : 30'S IN A HALF HOUR.

TTL SAME
 PLS CNF
 THANKS, MICK

CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****
 ALL INVOICES ARE TO BE SENT TO:
 GREER MARGOLIS
 ACCOUNTING
 1010 WISCONSIN AVENUE NW
 SUITE 800
 WASHINGTON, DC 20007

OBAMA FOR PRESIDENT FLIGHT A

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
: LINE#	:	:	:	:	:	:	DATE	DATE	/WK	INVT	:	: SPTS

AGENCY ADVERTISER CODE = 95 AGENCY EST# = 1519
 AGENCY PRODUCT CODE = 101

9	E		600P-630P	60		\$550.00	8/4	8/4	1		SAT	1
PROGRAM : NBC 17 NEWS AT 6PM CON COM1 : NBC 17 NEWS AT 6PM												

REP HEADLINE# 6257415 TRF# E:120731
 \$\$\$ MOD# 0 : UNAPPROVED REV #1 \$\$\$

REP: TEL# 703-516-9399
 ORDER WORKSHEET

FAX# 703-516-9680
 HARRIS REPORT FROM REP AUG10/12 12.0
 CHANGES *** WNCN-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
-------	-----	----	-------------	------	-----	------	------------	----------	----------	-----------	------	-----------

12	E		600P-630P	60		\$700.00	8/5	8/5	1		SUN	1
PROGRAM : NBC 17 NEWS AT 6												
CON COM1: NBC 17 NEWS AT 6												

21	A		600P-630P	30		\$275.00	8/11	8/11	2		SAT	2
PROGRAM : SAT 6P NEWS												
CON COM1: **PLEASE RUN : 30 TRAFFIC WITH AS MUCH SEP AS YOU CAN GIVE**												

22	A		600P-630P	30		\$350.00	8/12	8/12	2		SUN	2
PROGRAM : SUN 6P NEWS												
CON COM1: **PLEASE RUN : 30 TRAFFIC WITH AS MUCH SEP AS YOU CAN GIVE**												

AUG/12 12670.00 CONTRACT TOTAL 12670.00
 TOTAL SPOTS 24

MARKET TOTALS \$253,400 WNCN 5% WRAL 50% WTVD 35% WRAZ 10% WRDC 0% WLFJ 0% CABL 0%
 ESTIMATED SHARES

SVC- NSI BOOKS- JUL/PJ
 DEMOS- RTG*

MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME
 P-CLASS, PLAN, SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS *-MULTIPLE

ADV # ADV. NAME POLI/B OBAMA/D/PRE/US
 AGY # AGY. NAME GREER, MARGOLIS, MITCHELL
 3050 K ST NW,
 WASHINGTON, DC 20007
 REP. # OFF. # SALESMAN #
 BUYER NAME LAURA BASSETT
 SALES PRSN WA- MICK NESCI (H)

ORDER # CONTRACT # 6257415 CLASS: NATL. LOCAL REGIONAL

PRDCT OBAMA FLIGHT A *60* EST#1519 COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES JUL31/12 AUG13/12 WK-2

CITY TAX STATE TAX CO-OP BILLING NEEDED DATE JUL31/12 10.12

REP: NEW ORDER
 TTL 12670 @ 25X
 PLS CFM
 THANKS, MIKE FOR MICK
 EON
 CFM

CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****
 ALL INVOICES ARE TO BE SENT TO:
 GREER MARGOLIS
 ACCOUNTING
 1010 WISCONSIN AVENUE NW
 SUITE 800
 WASHINGTON, DC 20007

OBAMA FOR PRESIDENT FLIGHT A

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
1			100P-200P	60		\$400.00	8/7	8/10	0		TU-F	0
AGENCY ADVERTISER CODE = 95 AGENCY PRODUCT CODE = 101 AGENCY EST# = 1519 PROGRAM : DAYS OF OUR LIVES CON COM1 : DAYS OF OUR LIVES												

7/31
 NW

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
11			1130P-1205A	60		\$170.00	8/12	8/12	0		SUN	0
PROGRAM : NBC 17 NEWS AT 11												
ORD COM1 : AS OF 7.3 NOT ON RATE CARD												
CON COM1 : NBC 17 NEWS AT 11												
12			600P-630P	60		\$700.00	8/5	8/12	1		SUN	2
PROGRAM : NBC 17 NEWS AT 6												
CON COM1 : NBC 17 NEWS AT 6												
13			700P-800P	60		\$2,200.00	8/5	8/5	0		SUN	0
PROGRAM : DATELINE												
CON COM1 : DATELINE												
14			800A-900A	60		\$500.00	8/5	8/12	0		SUN	0
PROGRAM : SUNDAY TODAY												
CON COM1 : SUNDAY TODAY												
15			900A-1000A	60		\$600.00	7/31	8/10	1		TU-F	2
PROGRAM : TODAY SHOW 2												
16			1000A-500P	60		\$600.00	7/31	8/3	3		TU-F	3
PROGRAM : OLYMPIC DAYTIME												
17			1235A-135A	60		\$1,000.00	8/7	8/10	1		TU-F	1
PROGRAM : OLYMPIC LATE NIGHT												
18			430A-459A	60		\$60.00	7/31	8/10	1		TU-F	2
PROGRAM : EARLY MORNING												
19			1000A-500P	60		\$600.00	8/7	8/10	3		TU-F	3
PROGRAM : OLYMPIC DAY												
20			1000A-500P	60		\$600.00	8/6	8/6	1		MON	1
PROGRAM : OLYMPIC DAY												

REP HEADLINE# 6257415
 *** ORIGINAL REV#0 ***

REP: TEL# 703-516-9399 FAX# 703-516-9680
 ORDER WORKSHEET HARRIS REPORT FROM REP
 JUL31/12 10.1
 *** WNCN-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
AUG/12			12670.00									
CONTRACT TOTAL 12670.00												
TOTAL SPOTS 22												

MARKET TOTALS \$253,400 WNCN 5% WRAL 50% WTVB 35% WRBZ 10% WRDZ 0% WLFL 0% CABL 0%
 ESTIMATED SHARES
 SVC- NSI BOOKS- JUL/PJ
 DEMOS- RTG*

AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)



FEDERAL CANDIDATE



STATE/LOCAL CANDIDATE

To Avail Themselves of The Lowest Unit Charge During a Political Window, Federal Candidates Must Sign The Certification On Page 3

Station and Location:

Date:

I, Daniel Jester
 being/on behalf of: Barack Obama, a legally
 qualified candidate of the Democratic political
 party for the office of: President of the United States
 in the Primary & General
 election to be held on: Various dates

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
	AS ORDERED		<hr/>		

Total Charges:

CANDIDATE CERTIFICATION

In Order For Federal Candidates to Receive The Lowest Unit Charge During a Political Window, the Following Certification is required:

I, Daniel Jester / James Messina
(name of federal candidate or authorized committee) hereby certify that the programming to be broadcast (in whole or in part) pursuant to this agreement:

☐ does

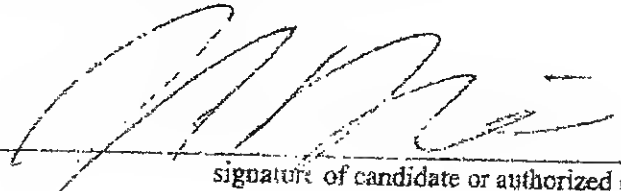
☒ does not

refer to an opposing candidate (check applicable box). I further certify that for the programming that does refer to an opposing candidate:

(check applicable box)

☐ the radio programming contains a personal audio statement by the candidate that identifies the candidate, the office being sought, and that the candidate has approved the broadcast.

☒ the television programming contains a clearly identifiable photograph or similar image of the candidate for a duration of at least four seconds, and a simultaneously displayed printed statement identifying the candidate, that the candidate approved the broadcast, and that the candidate and/or the candidate's authorized committee paid for the broadcast.


signature of candidate or authorized committee

James A. Messina
printed name

1/18/2012
date

For programming that, in whole or in part, "communicates a message relating to any political matter of national importance," list the matters below:

Energy	National Security
Finance/Economy	
Jobs	

I represent that the payment for the above described broadcast time has been furnished by:

Obama for America 2012

and you are authorized to announce the time as paid for by such person or entity.
I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

Martin Nesbitt

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

To Be Signed By Candidate or Authorized Committee

1/18/2012
Date

[Signature]
Signature

To Be Signed By Station Representative

☐ Accepted

☐ Accepted in Part

☐ Rejected

Signature

Printed Name

Title